



KGW  
1501 SW Jefferson  
Portland, OR 97201

Media Analysis Inc.  
P.O. Box 66490  
Portland, OR 97290-6490

## Contract # 850232

**Schedule Dates** 08/26/12-09/09/12  
**Advertiser** Yes on 82 & 83 (39800)  
**Agency/T-Code** Media Analysis Inc. (7701)/782532662  
**Product** Political - Ballot Issue (1195)  
**Brand** Yes on 82 & 83 (176433)  
**Salesperson** Torheim, Bob (2063)  
**Sales Office** KGW - Portland  
**Buyer Name** Jackson, Marla  
**Phone/Fax** (503) 227-3513 /  
**CPE** 296  
**Account Types** Local/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** Orig. total: \$15,700 3x KG 8/22/12

**Date Entered** 08/22/12  
**Last Modified** 08/22/12  
**Entered By** Karen Good  
**CO-OP** No  
**Headline #** 296  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,355.00  
**Net Total** \$13,345.00  
**Sales Tax**

## Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Aug. 2012	1	\$3,200.00
Sep. 2012	2	\$12,500.00
<b>Grand Total:</b>	<b>3</b>	<b>\$15,700.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / NFL	08/26/12-08/26/12	3	:30	5P- NFL Pre Season Football								1	1	\$3,200.00	\$3,200.00	Portland (KGW) (KGW)	Carolina @ NY Jets	8/22/12
2.0	Normal Line / NFL	09/05/12-09/05/12	3	:30	5:27P- NBC Sunday Night Football				1					1	\$4,500.00	\$4,500.00	Portland (KGW) (KGW)	Dallas @ NY Giants	8/22/12
3.0	Normal Line / NFL	09/09/12-09/09/12	3	:30	5:13P- NBC Sunday Night Football								1	1	\$8,000.00	\$8,000.00	Portland (KGW) (KGW)	Pittsburgh @ Denter	8/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: